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Bolivia's EXPOCRUZ – The Premier Event to Promote U.S. Food and Agriculture

Report Categories:

Agriculture in the Economy

CSSF Activity Report

Trade Show Evaluation

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Report Highlights:

FAS Lima participated in Bolivia's EXPOCRUZ 2014, hosting a business seminar for 34 food importers/distributors and joining the huge dairy cow auction. This trade fair attracts over half a million visitors and 2,300 exhibitors (1,521 local and 779 foreign participants) from 24 countries. FAS Lima hosted a business seminar for 34 importers/distributors interested in FAS services. U.S.-origin food and agricultural product exports to Bolivia reached \$39 million in calendar year (CY) 2013 and are on track to reach a similar amount again this year. U.S.-origin exports grew at an annual rate of 37 percent between CY 2009 and 2013.

General Information:

FAS Lima participated in Bolivia's EXPOCRUZ 2014 (September 19-28, 2014). EXPOCRUZ had a half a million visitors and 2,300 exhibitors (1,521 local and 779 foreign participants) from 24 countries. This is Bolivia's largest trade fair. Approximately \$293 million in sales were generated by the fair, of which a third or \$92 million were food and agricultural products sales. Hosted in Santa Cruz, Bolivia's agricultural heartland and economic hub, EXPOCRUZ draws exhibitors dealing with food and beverages, restaurants and restaurant suppliers, food manufactures, and food packaging. Other exhibitors include representatives of the automotive, plastics, and electronics industries.

The American Chamber of Commerce in Bolivia, joined by U.S. Embassy La Paz and FAS Lima staff, spearheaded U.S. product and participant coordination efforts, including the U.S. Pavilion. Fair participants showed great interest and demand for U.S. branded products at EXPOCRUZ, as evidenced by the long lines to enter the U.S. pavilion.

FAS Lima's market access/market development activities extend to neighboring Bolivia. At this year's EXPOCRUZ 2014, FAS Lima hosted a business seminar for 34 importers/distributors interested in FAS services. FAS Lima staff also participated in the annual dairy cow auction, associated with the fair, where dairy cattle with U.S.-origin genetics drew the highest bids.

Bolivia is a market with growing possibilities for U.S. food and agricultural products. U.S.-origin food and agricultural product exports to Bolivia reached \$39 million in calendar year (CY) 2013; at over \$34 million in CY 2014 (January-October), sales are on track to reach a similar amount again this year. U.S.-origin exports have grown at an annual growth rate of 37 percent between CY 2009 and 2013.

Santa Cruz, Cochabamba, and La Paz (capital) account for over 90 percent of Bolivia's gross domestic product (\$19.5 billion in 2014). Santa Cruz alone accounts for about 28 percent of national GDP. Best prospects for U.S.-origin food and agricultural product exporters reside in supplying Bolivia's retail sector, especially modern supermarket chains. Good possibilities exist for U.S.-origin consumer-oriented products.